

Francesca
Fauci

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Senior Visual Content Design
Manager with expertise in
e-commerce, presentations,
Amazon marketing,
packaging, and photography.
Skilled in Adobe Creative
Suite, Amazon Marketing,
Photography Management,
and Packaging Design

SKILLS

- Adobe Creative Suite
- E-commerce Visuals
- Amazon Marketing
- Photography
- Management
- Composite Photo Design
- Project Collaboration
- Packaging Design
- MAC OS X
- Microsoft Windows
- Microsoft Office
- Quick Base
- Airtable

EDUCATION

Art Institute
AOS Graphic Design
October 2010 – Jun 2012

EMPLOYMENT HISTORY

Visual content senior design manager

Jay Franco and Sons Inc.

Feb 2020 - Present

- Created a Photoshop-based image mapping tool for presentations and e-commerce, collaborating with developers to enhance accessibility for employees and support imagery needs.
- Design over 700 renders using Photoshop to enhance visual presentations across various platforms.
- Establish the photography department and oversee its operations, including managing photographers to produce high-quality retail and product imagery.
- Design and produce comprehensive Amazon marketing strategies, including Enhanced Brand Content and A+ Content. Develop and manage brand store content, including brand, product, and category sections. Oversee all associated content, photography, renders, and infographics.
- Develop and design visuals, composite photos, and videos for e-commerce landing pages across Amazon, Wayfair, Walmart, and other major retailers.
- Develop key contributions to multiple in-house brands, creating style guides and designing for direct-to-consumer websites as well as online sales platforms such as Shopify, Target, and Amazon.
- Design and produce printed lookbooks and impactful presentations for use by the Licensing, Sales, Marketing, E-commerce, and Product Development departments, collaborating with designers and teams to support various internal and external needs.
- Oversee photography and collaborate with the product development team to produce a catalog of blanket textures and new items.

Visual Graphic Designer

Jay Franco and Sons Inc.

Aug 2017 - Feb 2020

- Designed product and room renders for presentations, social media, and e-commerce for 30+ licensed brands.
- Created visual planograms and developed internal rendering programs, enhancing team efficiency
- Managed packaging, mock-ups, logos, brand identity, and social media content for in-house brands.
- Conducted product photography and retouching, ensuring high-quality visuals for marketing.
- Designed showroom signage and collaborated on themed makeover projects with major entertainment companies.

Packaging Design Project Manager - Licensed Products

Jay Franco and Sons Inc.

Jun 2014 - Aug 2017

- Managed and designed packaging for over 30 licensed brands at Target.
- Developed and maintained branding guidelines and packaging solutions.
- Coordinated packaging development with overseas manufacturers and international print management.
- Communicated with manufacturers to understand product specifications.

Graphic Designer - Printing Manager

Jay Franco and Sons Inc.

Sep 2012 - Jun 2014

- Operated Mimaki and Mutoh printers, managing color-matching and print production to ensure high-quality results.
- Organized and coordinated designs for market week, liaising with fabric suppliers and seamstresses to streamline the production process.
- Developed product templates, boards, market books, and one-pagers to support marketing and sales initiatives.
- Corrected and optimized files, generated new designs, and produced product lists and images.
- Provided ongoing support to designers and team members, assisting with various design and production tasks to ensure project success.